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November 30, 1982

Director
Bureau of Alcohol, Tobacco, and Firearms
P.O. Box 385
Washington, D.C. 20044-0385

Subject: American Viticultural Areas; application
for the establishment of the "Monticello
Viticultural Area"

Sir:

Enclosed are two exhibits. Exhibit 1 is the present size in (acres) of vines planted in the "Monticello Viticultural Area" since our survey in 1981 acreage has increased 2 1/2 times and we foresee another 50% growth in the several years. These increases in plantings are evenly spread out across the whole area of Albemarle, Orange and Nelson counties. We presently have 7 licensed vineyards with 8 more in various stages of complying with BATF and ABC regulations.

Exhibit 2 is a map of the proposed viticultural area. 26 sites are located on the map, 24 are vineyards already in production and two which will be planted in 1983. In general these areas are contiguous as related to weather, temperature etc. as explained in our formal petition. The map is only meant to point out visually the closeness of these vineyard operations.

We have drawn in Charlottesville which is the very center of the area. Charlottesville being the largest city in the area dominates the region. Monticello is a dominant feature on the skyline of Charlottesville.

We hope this has been of some help to you in making your decision.

Sincerely,

Felicia Rogan

Felicia Rogan President
of the Jeffersonian Wine
Grape Grower Society

Frederick E. Gignoux

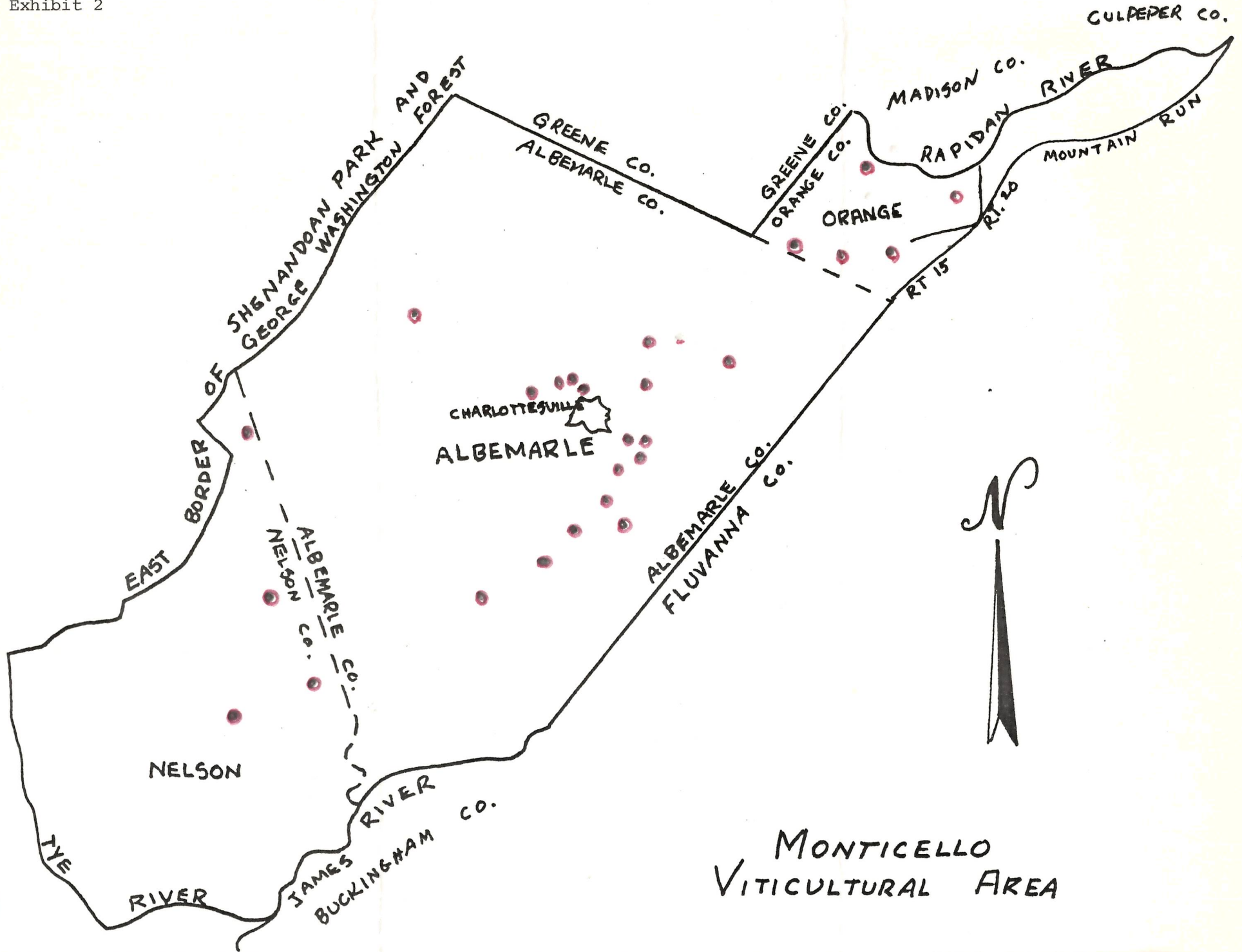
Frederick E. Gignoux
Vice President of the
Jeffersonian Wine Grape
Growers Society

Since this letter was started we have been notified that Mr. John Kluge plans to plant 60 acres of grapes in the Spring of 1983. This planting will be in Albemarle County. It is not located either on the map or the chart.



Survey For Monticello Viticultural Area
Updated from Survey done for Jeffersonian
Wine Grape Growers in 1981

Name and Location	Acres of Vines in ground	Acres planned for 1983	Acres Future planting Committed	Licensed	Will be Applying For license
Angelesco (Nelson cty)	5	2	--	--	--
Attinger (Albermarle cty)	1	-	--	--	--
Audibert (Orange cty)	1	-	--	--	--
Barboursville (Orange cty)	27	5	15	Yes	--
Blenheim (Albemarle cty)	10	2	5	Yes	--
Chermont (Albemarle cty)	10	2	4	Yes	--
Colle (Albemarle cty)	5	1	5	--	--
Columbini (Albemarle cty)	2	-	-	--	--
Clark, F.M. (Albemarle cty)	1	-	2	--	--
Duke (Albemarle cty)	1	-	-	--	--
Ernsley (Albemarle cty)	2	-	8	--	--
French (Madison cty)	-	10	15	--	Yes
Gignoux (Albemarle cty)	-	3	4	--	Yes
Jackson (Albemarle cty)	10	2	3	--	Yes
Kitch (Albemarle cty)	3	-	-	--	--
Masson, P. (Albemarle cty)	17	5	10	--	Yes
MacConnochie (Nelson cty)	-	-	-	--	--
Mefford (Nelson cty)	7	3	5	Yes	--
Milton (Albemarle cty)	-	2	8	--	Yes
Montdomaine (Albemarle cty)	13	-	-	Yes	--
Morven (Albemarle cty)	10	5	10	--	Yes
Rappidán (Orange cty)	35	5	50	Yes	--
Reeder (Orange cty)	12	-	-	--	--
Rogan (Albemarle cty)	7	-	-	--	Yes
Shaw-Kennedy (Albemarle cty)	-	-	-	--	--
Tottier (Albemarle cty)	10	-	-	--	--
Voth (Nelson cty)	9	-	-	--	--
Weed (Nelson cty)	25	-	-	Yes	--
Woodriff (Orange cty)	25	-	-	--	Yes
Total	248	47	144	7	8



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THE JEFFERSONIAN WINE GRAPE GROWERS SOCIETY
and
ALBEMARLE HARVEST WINE FESTIVAL

November 29, 1982

Mr. Norman P. Blake
Research & Regulations Branch
Bureau of Alcohol, Tobacco & Firearms
Department of The Treasury
1200 Pennsylvania Avenue, N.W.
Washington, D.C. 20226

Dear Mr. Blake:

I would like to offer my support in answer to Notice No. 434; Re: Notice No. 399 in reference to the Monticello Viticultural Area as mentioned in the Federal Registry of Friday, November 19, 1982. As president of The Jeffersonian Wine Grape Growers Society we have amended our original proposal (Notice No. 399) to include a portion of Nelson County and larger portions of Albemarle and Orange counties. This new area covers approximately 1,250 square miles.

In support of this amended petition I would like to offer the following evidence. First and foremost there are now six licensed farm wineries in the new area with two additional ones pending for 1983. The two largest European investors, Rapidan River and Barboursville, are within the proposed boundaries and they have already garnered medals in America for wines made in Virginia.

Barboursville Vineyards and Winery are historically tied to the man who was the architect of Monticello. Having designed his own home and others in Albemarle County Thomas Jefferson designed a house for James Barbours in 1817. From records in the Massachusetts Historical Society it is evident that Jefferson helped plan the location as well as the mansion later destroyed by fire on Christmas Day, 1884. It is on this site that the present Barboursville Vineyards and Winery are located.

There are letters and notes of Thomas Jefferson's which support the fact that his sphere of influence was felt throughout the territory described in our petition. He also noted in a letter to John Dortie which he wrote from Monticello in 1811, "wine being among the earliest luxuries in which we indulge ourselves, it is desirable that it be made here and we have every soil, aspect and climate of the best (European) wine countries....". He goes on to acclaim the regions within our proposed Monticello boundaries.

Finally, it would seem that European investors are also convinced that our soils and climates are the most suitable in this area and with the vast

2 Boar's Head Lane
Charlottesville, Virginia 22901
Telephone 804 296-4188

THE JEFFERSONIAN WINE GRAPE GROWERS SOCIETY
and
ALBEMARLE HARVEST WINE FESTIVAL

Mr. Norman P. Blake
November 29, 1982
Page 2,

number of vineyard plantings newly established in these three counties we have a community of wine grape growing. This we think is evidence that the predominant wine grapes grown in Virginia are within a viticultural district which is Monticello, the sphere of influence which dominated each century of Virginia's viticulture. We predict it will ever be thus.

Sincerely,

Felicia Warburg Rogan

Mrs. John B. Rogan
President

FWR/slm

2 Boar's Head Lane
Charlottesville, Virginia 22901

Telephone 804 296-4188

WINE INSTITUTE



165 POST STREET SAN FRANCISCO CALIFORNIA 94108

Please reply to:
WASHINGTON OFFICE
538 Pennsylvania Bldg.
425 - 13th St., N.W.
Washington, DC 20004
202/347-3101

January 3, 1983

Ram
1-11-83

Mr. Richard Mascolo
Chief, Research & Regulations Branch
Bureau of Alcohol, Tobacco & Firearms
1200 Pa. Avenue NW
Washington, D. C. 20226

Re: Notice 432

Dear Sir:

A Wine Institute member, Monticello Cellars, has asked that we request from the Bureau a two-week extension for the filing of comments regarding the proposed Monticello, Virginia viticultural area. We expect that Monticello will be able to file full, official comments on this proposal no later than the close-of-business on January 17th.

We appreciate the Bureau's willingness to receive these comments as part of the official record.

Sincerely,

WINE INSTITUTE

Arthur H. Silverman
Washington Counsel

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Copy furnished:
James M. Seff
San Francisco Counsel
Wine Institute



THE VINIFERA WINE GROWERS ASSOCIATION
THE PLAINS, VIRGINIA
22171

January 19, 1983

Mr. Norman P. Blake
Research & Regulations Br.,
Bureau Alcohol, Tobacco & Firearms
Washington, D. C. 20226

Ref: Monticello Viticultural
Area.

Dear Mr. Blake:

The Vinifera Wine Growers Association supports the amended petition for a larger area comprising the Monticello Viticultural appellation.

The petition as cited by the Jeffersonian Wine Grape Growers Society would include a portion of Nelson County and larger portions of Albemarle and Orange Counties and would cover 1,250 square miles. We believe this region to be historical and viticulturally correct.

Although our Association is national in scope, being headquartered in the Commonwealth of Virginia we are more knowledgeable of this region.

Enclosed is the latest issue of our quarterly Journal, complimentary copy.

Sincerely,


R. de Treville Lawrence, Sr.
President & Editor

Inc. J.
Cpy: JWGS

(6)

Jan 26, 1983

Dear Mr. Blake

I support the petition supporting
a larger area to be known as
Monticello to include a portion
of Nelson County and larger portions
of Albemarle & Orange counties and
cover 1250 square miles

Sincerely

Chris Applegate
James Valley Vineyard

[REDACTED]
Arlington, Va 22201

A. KEENE BYRD

[REDACTED] Crozet, Virginia 22932

March 7, 1983

Mr. James Hunt
Research and Regulation Branch
Bureau of Alcohol, Tobacco and Firearms
1200 Pennsylvania Avenue
Washington, D.C. 20225

Dear Mr. Hunt:

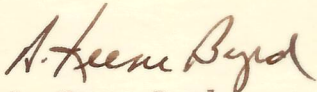
I am writing in support of the amended Monticello Viticultural Area, and its expedited designation.

The Wistful Vineyard is located in the White Hall District of Albemarle County; it is a small vineyard operated by my wife and myself. While a winery may be possible in the distant future, the successful small vineyard depends on selling its grapes. The potential for sales is greatly improved when those grapes come from within a designated region. Those of us within the revised region now ready to market 'the fruits of our labors' are looking forward to the Bureau's official designation of our area.

When I was the Executive Director of the Charlottesville-Albemarle Chamber of Commerce, we used the term 'Jefferson's Country' to refer to a general area. It encompassed more than a physical area; it included a community of like-minded ideas, a singular will to achieve the greatest good for the area while leaving the individual strong. The use of Monticello to refer to an area is much the same. It is more than the physical boundaries alone.

I would favor a policy of creating regions based on a broad or general criterion. The restrictive aspects would come from individual growers and wine makers, demonstrated by the quality of grapes grown and wines made.

Sincerely,



A. Keene Byrd
The Wistful Vineyard

cc: Mrs. John B. Rogan